

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA

IDENTITY ARTS, LLC,

No. C-05-4656 PJH (JCS)

Plaintiff(s),

v.

**NOTICE OF SETTLEMENT
CONFERENCE AND SETTLEMENT
CONFERENCE ORDER**

BEST BUY ENTERPRISE SERVICE,
INC., ET AL.,

Defendant(s).

GEE JEFFEREY & PARTNERS,

Case No. C-06-1631 PJH (JCS)

Plaintiff(s),

v.

BEST BUY CO., INC., ET AL.,

Defendant(s).

TO ALL PARTIES AND COUNSEL OF RECORD:

The above consolidated cases were referred to Magistrate Judge Joseph C. Spero for settlement purposes.

You are hereby notified that a Settlement Conference is scheduled for **October 10, 2006, at 9:30 a.m.**, in Courtroom A, 15th Floor, Federal Building, 450 Golden Gate Avenue, San Francisco, California 94102.

It is the responsibility of counsel to ensure that whatever discovery is needed for all sides to evaluate the case for settlement purposes is completed by the date of the Settlement Conference. Counsel shall cooperate in providing discovery informally and expeditiously.

Lead trial counsel shall appear at the Settlement Conference with the parties. Any party who is not a natural person shall be represented by the person or persons **not directly involved** in the

1 events which gave rise to the litigation but with **unlimited** authority to negotiate a settlement. A
2 person who needs to call another person not present before agreeing to any settlement does not have
3 full authority. If a party is a governmental entity, its governing body shall designate one of its
4 members or a senior executive to appear at the Settlement Conference with authority to participate in
5 the Settlement Conference and, if a tentative settlement agreement is reached, to recommend the
6 agreement to the governmental entity for its approval. An insured party shall appear with a
7 representative of the carrier with full authority to negotiate up to the limits of coverage. Personal
8 attendance of a party representative will rarely be excused by the Court, and then only upon separate
9 written application demonstrating substantial hardship served on opposing counsel and lodged as
10 early as the basis for the hardship is known but no later than the Settlement Conference Statement.

11 Each party shall prepare a Settlement Conference Statement, which must be lodged with the
12 undersigned's Chambers no later than fourteen (14) calendar days prior to the conference. Please 3-
13 hole punch the document at the left side.

14 **The Settlement Conference Statement should NOT be electronically filed with the**
15 **Clerk of the Court**, and need not be served on opposing counsel. The parties are encouraged,
16 however, to exchange Settlement Conference Statements. If Settlement Conference Statements are
17 exchanged, any party may submit an additional confidential settlement letter to the Court not to
18 exceed three (3) pages. The contents of this confidential settlement letter will not be disclosed to the
19 other parties.

20 The Settlement Conference Statement shall not exceed ten (10) pages of text and twenty (20)
21 pages of exhibits and shall include the following:

- 22 1. A brief statement of the facts of the case.
- 23 2. A brief statement of the claims and defenses including, but not limited to, statutory or
24 other grounds upon which the claims are founded, and a **candid** evaluation of the parties' likelihood
25 of prevailing on the claims and defenses. The more candid the parties are, the more productive the
26 conference will be.
- 27 3. A list of the key facts in dispute and a brief statement of the **specific** evidence
28 relevant to a determination of those facts.

- 1 4. A summary of the proceedings to date and any pending motions.
- 2 5. An estimate of the cost and time to be expended for further discovery, pretrial and
- 3 trial.
- 4 6. The relief sought, including an itemization of damages.
- 5 7. The party's position on settlement, including present demands and offers and a history
- 6 of past settlement discussions. The Court's time can best be used to assist the parties in completing
- 7 their negotiations, not in starting them. Accordingly, Plaintiff(s) must serve a demand in writing no
- 8 later than fourteen (14) days before the conference and Defendant(s) must respond in writing no
- 9 later than eight (8) days before the conference. The parties are urged to carefully evaluate their case
- 10 before taking a settlement position since extreme positions hinder the settlement process.

11 Settlement Conference Statements **may** be submitted on CD-ROM with hypertext links to

12 exhibits. Otherwise, the portion of exhibits on which the party relies shall be highlighted.

13 It is not unusual for the conference to last three (3) or more hours. Parties are encouraged to

14 participate and frankly discuss their case. Statements they make during the conference will not be

15 admissible at trial in the event the case does not settle. The parties should be prepared to discuss

16 such issues as:

- 17 1. Their settlement objectives.
- 18 2. Any impediments to settlement they perceive.
- 19 3. Whether they have enough information to discuss settlement. If not, what additional
- 20 information is needed?
- 21 4. The possibility of a creative resolution of the dispute.

22 The parties shall notify Chambers immediately at (415) 522-3691 if this case settles prior to

23 the date set for Settlement Conference. Counsel shall provide a copy of this order to each party who

24 will participate in the conference.

25 IT IS SO ORDERED.

26 Dated: July 21, 2006

27 
 28 JOSEPH C. SPERO
 United States Magistrate Judge